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Nissan hike averages $91 on '86 cars

CARSON, Calif.—Nissan kept it simple as it priced its 1986 cars for the U.S. market.

The company said the average increase is $91, or one percent, on the Sentra, Pulsar, Stanza and Maxima lines. And the increases are uniform within each series of cars—no $146 on one model and $78, or whatever, on another.

Increases are $50 on the Sentra Deluxe, XE and SE; $100 on the Pulsar and Stanza and $200 on the Maxima.

Prices of the 200-SX and 300-ZX will be announced later.

Nissan's price leader, the Sentra Standard two-door sedan, is $5,499, unchanged from 1985.

The $50 increase on other Sentras resulted in the following 1986 prices: Deluxe two-door, $6,699; MPG Diesel two-door, $7,149; XE two-door, $7,349; Deluxe four-door, $6,899; XE four-door, $7,549; Deluxe wagon, $7,399; XE wagon, $8,049; XE hatchback coupe, $7,849, and SE hatchback coupe, $8,749. Prices are for 5-speed models.

Hikes of $100 were applied to the Pulsar NX coupe, now $8,349, and the Stanza GL notchback four-door sedan, now $9,649. The Stanza automatic rose an extra $30 (a total of $130) to $10,179. The Stanza wagon, introduced last April as a 1986 model, is $9,949.

Missing from the Stanza series is the XE four-door hatchback which was $8,949 for 1985. Thus, buyers will be paying considerably more than before to get into a Stanza.

Maxima prices are $13,699 for the SE (5-speed) and GL (automatic) four-door sedans and $14,599 for the wagon. All are up $200 for 1986.

Van converters must comply with stricter rules

Continued from Page 16

firm, it will accept its share of responsibility for assuring that products being certified are indeed produced according to the guidelines of its program.

The NVCA also said it is using impartial representatives to conduct inspections, verify documents and coordinate testing.

The certification program will be the highlight of NVCA's Expo '85, a van conversion and specialty vehicle show, that will be held Oct. 9-10 at the Indiana State Fairgrounds, Indianapolis.

The two-day event for auto dealers, fleet and leasing firms and RV dealers will feature displays by Chevrolet, Ford, Dodge and Toyota and several certified van manufacturers.

Dealers from an 11-state area are expected to attend, along with factory and administrative personnel from the major auto companies.

There will be daily seminars on various topics related to the standards.

Thailand lifts import ban

BANGKOK, Thailand.—To curb smuggling, the Minister of Commerce has approved the lifting of a ban on the import of completely assembled cars with engines larger than 2,300 cc. Under new regulations, import duty on such cars will be 600 percent or higher.

IMPORT SALES BY MODEL

	July 1985	July 1984	7 Mos. 1985	7 Mos. 1984
ALFA ROMEO	363	325	2,851	2,056
AUDI	7,417	4,013	44,581	43,836
4000	0	527	0	8,730
4000D	0	0	0	0
4000S	1,818	293	10,386	1,198
4000S Quattro	508	311	2,573	2,510
5000S	3,929	2,243	24,167	25,513
5000S turbo gas	812	366	4,994	3,542
5000D/td	0	0	0	0
Quattro turbo	9	2	57	44
Coupe	341	271	2,304	2,299
Tourist	0	0	0	0
BMW	7,827	5,066	50,175	42,011
318/320	2,178	2,040	14,952	20,068
325e	192	1,108	588	6,946
524 TD	2,700	0	16,934	0
528/533	1,643	1,172	10,717	8,812
633CSI	312	189	1,990	1,609
733	802	557	4,994	4,576
CHEVROLET	7,617	1,436	39,147	4,514
Spectrum	5,341	0	28,248	0
Sprint	2,276	1,436	10,899	4,514
CHRYSLER/MITSUBISHI	8,281	7,107	48,687	46,826
Colt	5,449	5,118	34,015	34,549
Conquest	400	530	3,150	4,744
Vista	2,432	1,459	11,522	7,533
FIAT	0	0	0	0
HONDA	28,062	30,255	230,911	226,128
Civic	11,116	12,429	86,109	78,718
Civic CRX	2,907	2,446	29,748	23,665
Accord	9,084	10,231	72,846	81,874
Prelude	4,955	5,149	42,208	41,871
I.A.I.	0	1,499	0	1,149
ISUZU	2,787	1,499	14,473	9,492
I-Mark	1,497	247	5,024	2,214
Impulse	1,290	1,252	9,449	7,278
JAGUAR	1,784	1,329	11,106	10,203
XJ6	1,454	1,025	9,008	8,388
XJS	330	304	2,098	1,815
LANCIA	0	0	0	21
MASERATI BITURBO	88	218	782	458
MAZDA	17,229	16,269	103,579	98,299
GLC	4,909	4,330	24,132	26,128
626	7,501	6,922	47,191	40,726
RX-7	4,819	5,017	32,256	31,445
MERCEDES BENZ	7,706	2,343	51,605	42,869
190D	317	184	2,120	3,605
190E	2,035	342	14,041	7,649
240D	0	0	6	21
300D	1,603	672	10,876	9,335
300CD	179	97	1,042	942
300TD	389	112	2,104	1,418
300SD	728	528	4,628	8,505
380SE	753	185	5,566	3,411
500SEL	720	67	4,100	2,106
380SL/SLC	875	118	6,212	4,900
500SEC	107	38	910	977
MERKUR	933	0	3,666	0
MITSUBISHI	5,280	2,579	27,161	22,172
Starion	631	278	3,363	4,119
Cordia	981	1,221	4,637	9,260
Tredia	1,274	1,080	5,574	8,793
Mirage	1,325	0	7,328	0
Galant	1,069	0	6,259	0
NISSAN	53,564	42,183	304,857	286,428
Sentra/210	17,965	17,240	103,310	114,690
Pulsar/310	5,824	3,482	30,828	21,642
Stanza	7,710	3,252	31,024	25,657
Maxima	9,930	6,154	52,433	38,796
200SX	5,416	5,923	40,747	36,769
300ZX	5,658	5,814	41,892	44,745
Hawaii	1,061	318	4,623	4,120
PEUGEOT	1,901	1,652	9,437	11,427
PORSCHE	2,072	659	14,172	13,117
944	1,304	430	9,499	8,723
911	536	121	3,267	2,949
928	232	108	1,406	1,445
RENAULT	489	1,114	4,740	7,600
LeCar	0	0	0	0
18i	204	444	1,598	1,779
Fuego	285	670	3,142	5,821
SAAB	3,679	2,663	23,979	20,806
900	1,176	526	6,863	5,043
900S	1,005	717	7,307	6,248
Turbo	1,328	1,268	9,102	8,982
Tourist	170	152	707	533
SUBARU	15,569	15,097	94,068	93,646
TOYOTA	68,753	51,962	352,685	321,420
Starlet	0	0	0	258
Corolla	19,572	15,532	94,385	91,800
Tercel	10,228	9,673	53,504	57,037
Celica	8,531	8,231	45,602	51,663
Supra	3,102	2,706	15,900	17,062
Camry	12,857	7,934	69,017	53,760
Cressida	5,402	3,119	25,919	19,622
Land Cruiser	558	403	1,424	1,801
Van	3,754	2,981	21,550	21,031
4Runner SR 5	380	1,000	3,364	2,531
MR2	3,844	0	17,892	0
Hawaii	525	38	4,125	4,854
Other	0	1	3	1
VOLKSWAGEN	13,079	7,924	81,177	67,445
Rabbit Convertible	1,232	1,120	8,065	8,084
Jetta	7,659	2,526	44,989	25,489
Vanagon	1,774	1,419	11,458	12,469
Quantum	1,300	1,457	7,923	10,259
Scirocco	1,114	1,402	8,967	11,144
VOLVO	10,918	10,142	68,498	67,156
DL	3,963	4,223	26,253	31,264
GL	1,003	3,032	6,355	18,284
GLT Turbo	71	912	1,950	6,373
DL/GL	37	554	1,895	2,701
Coupe	0	0	0	0
740 Series - Gas	3,661	0	21,340	0
740 Series - Diesel	811	0	1,313	0
760 Series - Gas	1,118	1,129	6,475	5,406
760 Series - Diesel	171	273	1,769	1,997
Tourist	83	19	1,148	1,131
IMPORT TOTAL	265,398	207,334	1,582,137	1,439,079

factories list auction dates

American Motors

Aug. 27—Aptco Auto Auction, Taylor, Mich.

Aug. 28—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 29—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Aug. 27—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 28—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction (tentative), Kent, Wash.

Aug. 29—Atlanta Auto Auction, Red Oak, Ga.

Ford Motor Co.

Aug. 28—Clanton's Auto Auction, Darlington, S.C.

Aug. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Aug. 28—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Aug. 29—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Sept. 4—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 5—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Sept. 10—Denver Auto Auciton, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Sept. 11—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Sept. 12—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

Japanese firm to build plant in Missouri

JEFFERSON CITY, Mo.—Missouri's trade office in Tokyo is paying dividends. Toyoda Gosei Co., Ltd., an auto parts manufacturer, announced plans to build a $2 million to $3 million plant in Perryville, about 75 miles southeast of St. Louis.

This will be the company's first venture in the U.S. Gov. John D. Ashcroft said Toyoda Gosei has an option to purchase land in the Perryville Industrial Park.

Ashcroft declined to answer questions about whether this announcement has any bearing on reports that Toyota is considering Kansas City as an assembly plant site.

Another Japanese firm, Maka Japan, Inc., will merge with Midland Marketing in Hillsboro, Mo. Midland sells and services coin mechanisms for vending machines; Maka Japan makes those products.

Used Car Sales
Auction Averages

August to date	$5,504
Month ago	$4,815
Year ago	$5,316

Model Breakdown
Auction Averages

	AUGUST TO DATE	JULY 1985	JUNE 1985
1985	$11,215	$10,804	$11,181
1984	$7,956	$7,727	$8,061
1983	$5,984	$5,971	$6,306
1982	$5,417	$5,326	$5,544
1981	$4,478	$4,141	$4,536
1980	$3,373	$3,245	$3,528
1979	$2,817	$2,590	$2,953
1978	$2,184	$2,139	$2,114
Overall Average	$5,504	$4,815	$5,296

From American Custom Coachworks

American Custom Coachworks, Ltd., Beverly Hills, Calif., plans to build about 350 Van Cleef Series 1985 Cadillac limousines. The vehicles, which are stretched 56 inches, are equipped with color TV, intercom system, cellular telephone, separate climate control systems and dark tinted windows.

Price increase approved for new cars in Mexico

MEXICO CITY.—Mexican new-car prices have been boosted between 8 to 16 percent. Total increases for new models this year amount to 34 percent.

The Ministry of Commerce granted the sliding increases, less for compacts and more for deluxe models. Ford's Cougar now has a price tag of more than 5 million pesos and a Volkwagen sedan, standard with no added equipment, costs 996,985 pesos.

Dollar equivalent for the Ford Cougar at the government's "free" peso rate is $20,500 and for the Volkswagen, $4,086. But citizens able to buy pesos at quotations of around 350 to the dollar get the Cougar for approximately $15,000 and the VW for under $3,500. All other car models are priced in proportion.

A limited spot check in Mexico City, Monterrey, Guadalajara and Puebla revealed that despite high tabs, deluxe cars have been selling well. But models in the 1-to 3-million-peso price range have not been moving as well.

That is because members of Mexico's hard-hit middle class, feeling the effects of inflation and minor salary adjustments, just do not have sufficient resources to change cars each year. If the peso continues to weaken, and inflation resumes an upward trend, it could seriously affect car sales in the medium-price ranges.

used-car auction directory

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Domestics down, imports up for June

Month's registrations close to 1984

By Jenny L. King
Detroit Reporter

June new-car registrations moved up 11,000 units from May's total but failed to achieve their year-earlier level as the domestic-market sales curve flattened.

First-half registrations were up 4.86 percent over 1984, according to figures compiled by R.L. Polk & Co. Domestics were up 3.46 percent, imports climbed 9.29 percent and gained 1.01 percentage points in share of the market.

Table on Page 51

The June total of 922,910 marked a 1.20-percent improvement over May's 911,932, but it was down 0.53 percent from 927,849 recorded for June, 1984.

Domestic registrations in June were off 4.86 percent from May, slipping to 666,863 from 700,907. They were down 5.26 percent from 703,901 a year earlier.

Import registrations were up more than 30,000 units June to June, to 256,047 from 223,948. Their share of the market expanded to 27.74 percent from 24.14 percent.

Ford Motor Co.'s modest 0.12 percentage-point increase in June was the only gain among the domestics in market share. That, coupled with the 3.60 percentage-point gain for imports, balanced losses at General Motors, Chrysler Corp. and American Motors.

GM dropped 2.73 percentage points to 42.92 percent from 45.65 percent. Chrysler slipped 0.25 percentage points, to 9.63 percent from 9.88 percent and AMC was off 0.74 percentage points, to 1.06 percent from 1.80 percent.

Ford was up 0.12 percentage points to 18.65 percent from 18.53 percent.

The domestic-only market in June was divided in this manner: GM had 59.39 percent, Ford had 25.81 percent, Chrysler had 13.33 percent and AMC had 1.47 percent.

A year earlier, GM earned 60.17 percent, Ford had 24.42 percent, Chrysler had 13.03 percent, AMC had 2.37 percent and miscellaneous domestics, 32 in number, accounted for 0.01 percent of the domestic total.

Domestic intermediates, with 28.27 percent of the market, represented the largest single market class share in June. Imports were a close second with 27.74 percent, followed by compacts at 15.91 percent, subcompacts at 11.45 percent, standards at 9.09 percent and luxury cars at 7.54 percent.

A year earlier, intermediates had 26.15 percent, imports had 24.14 percent, compacts had 19.12 percent, subcompacts had 11.74 percent, standards had 10.71 percent and luxury models had 8.14 percent.

Excluding the imports, the June market revealed intermediates soaring to 39.12 percent from 34.47 percent; compacts slipped to 22.02 percent from 25.20 percent; subcompacts edged up to 15.84 percent from 15.48 percent; standards dipped to 12.59 percent from 14.12 percent, and luxuries stopped at 10.43 percent compared with 10.73 percent a year earlier.

First-half registrations of 5,258,967 showed an increase of 4.86 percent over 5,015,409 for the first six months of 1984. They were up 23.48 percent from the 1983 sum of 4,258,857.

Domestics numbered 3,949,156 at the end of the first half, up 3.46 percent from 3,816,981 a year earlier, and up 28.69 percent from 3,068,670 two years ago.

Imports enjoyed a higher 9.29-percent increase over 1984, growing to 1,309,811 from 1,198,428. It should be noted that R.L. Polk & Co. counts Volkswagen Golfs, Honda Accords and Nissan Sentras assembled in the U.S. as imports.

Chrysler, Ford and the imports posted first-half market-share market gains. Chrysler was up 1.73 percentage points, to 11.14 percent from 9.41 percent; Ford was up 0.89 percentage points, to 19.84 percent from 18.95 percent, and imports gained 1.01 percentage points on their way up to 24.91 percent from 23.90 percent of the market.

GM was down 3.07 percentage points to 42.83 percent from 45.90 percent, and AMC dipped 0.56 percentage points to 1.28 percent from 1.84 percent.

Domestic makes with first-half market gains included Chrysler, Plymouth, Dodge, Ford, Lincoln and Pontiac. GM's remaining four were down as were Mercury and American Motors.

Chrysler Financial profits at peak for quarter, half

TROY, Mich.—Chrysler Financial Corp. reported record profits for the second quarter and the first half of 1985, setting the company on the path for a record year.

For the quarter, Chrysler Financial had net earnings of $35.6 million, up 66 percent from 1984's $21.4 million and surpassing the previous record of $31.8 million set in the first quarter of this year.

Sales volume rose 56 percent to $6.7 billion from 1984's $4.3 billion. Chrysler Financial provided financing for 32.7 percent of Chrysler's new-car and truck sales, compared with 15.9 percent in the second quarter of 1984.

In the first six months of this year, the financing subsidiary's earnings amounted to $67.4 million, increasing 68 percent and breaking the previous record of $40.1 million set in the first six months of 1984.

Sales volume for the six-month period was $12.0 billion, up 46 percent from $8.2 billion in the first half of 1984.

The company attributed its strong performance to an all-time high volume of financing and a significant increase in the number of Chrysler vehicles financed at the retail level. Finance incentives were offered on various models throughout the first half.

"For the first time in any quarter of the company's history, Chrysler Financial reached $6.7 billion in sales volume and financed 32.7 percent of Chrysler's new-car and truck sales," said Robert S. Miller, Chrysler Financial chairman.

New and used vehicles financed by Chrysler Financial during the first six months of 1985 amounted to 1,104,208 units, compared with 849,951 financed in the comparable period of 1984.

NADA names Knopp to post of DEAC rep

McLEAN, Va.—Gregory Knopp has been appointed to the position of Dealers Election Action Committee representative.

Knopp, 27, will report to Bob Daly, NADA's executive director of communications and industry relations. Knopp's primary responsibilities will be to develop and implement DEAC's fund-raising plans as well as to assist the dealers on the DEAC teams.

Knopp served for three years as political director for the Ripon Society, a Washington-based policy group, before becoming PAC coordinator for the annual Republican Senate-House Dinner.

DEAC, organized in 1975, is the political-action arm of NADA.

NEW-CAR MARKET SHARES IN U.S.

	JUNE					6 MONTHS				
	Regis., June 1985	Percent Share of Market	Regis., June, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 6 Mos., 1985	Percent Share of Market	Regis., 6 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	133,515	14.47	146,662	15.81	−1.34	775,684	14.75	798,402	15.92	−1.17
Ford	118,758	12.87	112,034	12.07	+0.80	704,232	13.39	630,952	12.58	+0.81
Oldsmobile	96,408	10.44	101,900	10.98	−0.54	527,754	10.04	559,353	11.15	−1.11
Buick	73,423	7.96	84,920	9.15	−1.19	428,861	8.16	451,968	9.01	−0.85
Pontiac	67,104	7.27	63,335	6.83	+0.44	377,770	7.18	343,577	6.85	+0.33
Mercury	42,018	4.55	45,634	4.92	−0.37	261,572	4.97	251,963	5.03	−0.06
Dodge	33,080	3.58	35,026	3.77	−0.19	227,574	4.33	179,293	3.58	+0.75
Chrysler	32,928	3.57	29,130	3.14	+0.43	178,858	3.42	149,102	2.97	+0.45
Cadillac	25,613	2.78	26,722	2.88	−0.10	142,107	2.70	148,939	2.97	−0.27
Plymouth	22,899	2.48	27,551	2.97	−0.49	179,558	3.41	143,556	2.86	+0.55
Lincoln	11,325	1.23	14,250	1.54	−0.31	77,717	1.48	67,321	1.34	+0.14
AMC	9,778	1.06	16,705	1.80	−0.74	67,364	1.28	92,395	1.84	−0.56
GENERAL MOTORS	396,063	42.92	423,539	45.65	−2.73	2,252,176	42.83	2,302,259	45.90	−3.07
FORD MOTOR CO.	172,101	18.65	171,918	18.53	+0.12	1,043,521	19.84	950,236	18.95	+0.89
CHRYSLER CORP.	88,907	9.63	91,707	9.88	−0.25	585,990	11.14	471,951	9.41	+1.73
AMC	9,778	1.06	16,705	1.80	−0.74	67,364	1.28	92,395	1.84	−0.56
IMPORTS	256,047	27.74	223,948	24.14	+3.60	1,309,811	24.91	1,198,428	23.90	+1.01
MISC. DOMESTIC	14	0.00	32	0.00	−0.00	105	0.00	140	0.00	−0.00
TOTAL	922,910		927,849			5,258,967		5,015,409		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

movers and shakers

Chevrolet

Chevrolet has reassigned three zone managers and has appointed another man to the post of zone manager.

John C. Burrow was named manager of the Los Angeles zone.

John D. Helser succeeded Burrow as manager of the Boston zone.

David A. Walsh was appointed manager of the Charleston (W.Va.) zone, replacing Helser.

Lance E. Westerlund succeeded Walsh as manager of the Washington zone. Westerlund formerly was manager of marketing special projects in the Chevrolet Central Office.

Burrow joined Chevrolet in 1955 and has served in El Paso, Omaha, New York, Louisville and the Central Office.

Helser joined the division in Wichita in 1955 and also has held posts in Oakland, Calif., and Salt Lake City.

Walsh has been with Chevrolet since 1963. His assignments have included posts in Seattle, Salt Lake City, San Diego and the Central Office.

Westerlund, with Chevrolet since 1967, has served in Boston, Syracuse, the Midwest regional office and the Central Office.

John C. Burrow

John D. Helser

David A. Walsh

Lance E. Westerlund

Volkswagen of America

Sean Brennan has been named dealer enterprise manager for Volkswagen of America. He succeeds **Charles Cook,** who now is assistant manager of VWoA's Chicago region.

Sean Brennan

Brennan has been VWoA used-vehicle merchandising manager since June, 1984.

He began his Volkswagen career in 1973 with World-Wide Volkswagen Corp., Orangeburg, N.Y., an independent VW distributor. He later was vice president and general manager of Colonie Motors, Inc. (VW), Schenectady, N.Y., and joined the VWoA corporate staff in 1982 as fleet accounts manager.

Chrysler Corp.

Chrysler Corp. has appointed **John McDonald** regional manager—Central, U.S. Automotive Sales. He will direct the zone offices in Detroit, Chicago, St. Louis, Cincinnati and Pittsburgh.

McDonald, 40, has been Southern regional manager since 1983 and was Chicago zone sales manager for three years before that. He joined Chrysler in 1971.

Chrysler also announced appointments in its new Special Vehicle Management Operations group.

David E. Hyre, 41, was named chief—engineering and program management. He is responsible for the engineering, design and development of special vehicle powertrains and electronic, body and chassis components. He also is responsible for the production of the cars the new unit will manufacture. Hyre formerly was chief—engineering and program development in the Program Development Office.

John E. Fernandez, 36, was named manager—Chrysler Shelby Development Center in Santa Fe Springs, Calif. He is responsible for development work at the center and for coordinating its activities with Chrysler's Product Development Office in Highland Park, Mich., and with the Chrysler Pacifica Design Studios in Carlsbad, Calif.

Fernandez formerly was manager—advance planning in the Advance Planning Office, working on Chrysler's joint venture with Mitsubishi Motors Corp.

Robert L. Davis, 45, continues as Maserati program planning chief—Italy with the added responsibility for Maserati product development activities in the U.S.

Henry F. Carlini, 58, continues as Special Vehicle program executive, and **John L. VanDien,** 56, continues as Special Vehicle business development executive.

Porsche appoints

RENO.—James L. McDowell has been named director of planning and analysis for Porsche Cars of North America. He formerly was a corporate planner for Optical Coating Laboratory, Inc., Santa Rosa, Calif.

25-year Volkswagen dealer

Dale Schuppan, second from left, Schuppan's Sales and Service, Inc., Grand Island, Neb., receives a Volkswagen 25-year-dealer award. Also shown are James R. Fuller, left, vice president of Volkswagen of America's Volkswagen Division; Mrs. Schuppan, and John Capps, executive vice president of Volkswagen Mid-America, distributor for Arkansas, Kansas, Missouri and Nebraska.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
JUNE, 1985 VERSUS JUNE, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	5,288	36,206	8,783	47,485
Encore FWD	3,729	24,535	6,520	34,512
Eagle 4WD	144	1,500	296	2,105
Eagle 4WD SW	617	5,123	1,106	8,293
TOTAL AMC	9,778	67,364	16,705	92,395
Chrysler Laser FWD	3,913	29,114	5,325	26,509
LeBaron GTS FWD	7,966	27,878	0	0
LeBaron FWD	6,958	41,909	9,158	42,287
LeBaron SW FWD	627	3,704	870	5,009
E Class-NY FWD	4,447	28,320	6,893	40,458
NY Fifth Ave-Newpt	3,017	47,933	6,884	34,839
Imperial	0	0	0	0
Total	32,928	178,858	29,130	149,102
Plymouth Horizon FWD	5,206	49,637	6,363	38,481
Turismo FWD	3,678	31,023	4,653	22,873
Reliant FWD	6,815	53,425	10,734	54,310
Reliant SW FWD	2,270	16,721	3,936	20,307
Caravelle FWD	3,077	18,844	0	0
Gran Fury	1,853	9,908	1,865	7,585
Total	22,899	179,558	27,551	143,556
Dodge Omni FWD	4,575	42,127	5,786	32,948
Charger FWD	3,903	33,582	4,701	25,310
Daytona FWD	3,678	26,792	4,282	22,293
Aries FWD	5,587	43,844	7,991	41,166
Aries SW FWD	2,062	13,299	3,219	16,805
Lancer FWD	5,539	19,872	0	0
600'84/400'83 FWD	4,647	29,286	5,903	29,568
Diplomat	3,089	18,772	3,144	11,203
Mirada	0	0	0	0
Total	33,080	227,574	35,026	179,293
TOTAL CHRYSLER CORP.	88,907	585,990	91,707	471,951
Ford Escort FWD	33,045	153,186	22,147	128,622
Escort SW FWD	8,664	39,151	7,141	41,778
EXP FWD	1,576	14,537	2,565	12,731
Tempo FWD	16,596	156,116	21,644	123,860
LTD	13,515	79,647	12,527	70,479
LTD SW	3,766	22,173	5,163	27,936
LTD Crn. Victoria	11,399	67,260	13,532	67,207
LTD Crn. Victoria SW	2,132	13,001	2,746	15,616
Mustang	14,230	80,819	11,896	65,327
Thunderbird	13,835	78,342	12,673	77,396
Total	118,758	704,232	112,034	630,952
Lincoln Town Car	8,174	53,006	7,841	37,659
Mark VII	1,432	10,074	2,949	17,093
Continental	1,719	14,637	3,460	12,569
Total	11,325	77,717	14,250	67,321
Mercury Lynx FWD	7,131	32,104	4,201	25,551
Lynx SW FWD	1,414	6,930	1,125	6,996
LN7 FWD	0	0	0	0
Capri	1,067	7,670	1,456	9,625
Zephyr	0	0	0	0
Topaz FWD	4,347	42,522	5,764	36,671
Marquis	6,857	43,066	8,716	42,125
Marquis SW	803	4,868	1,069	6,402
Grand Marquis	9,169	58,684	11,606	60,464
Grand Marquis SW	937	6,083	1,733	7,947
Cougar	10,293	59,645	9,964	56,182
Total	42,018	261,572	45,634	251,963
Lincoln-Mercury Division Total	53,343	339,289	59,884	319,284
TOTAL FORD MOTOR CO.	172,101	1,043,521	171,918	950,236
Buick Skylark FWD	5,152	49,283	9,742	51,344
Skyhawk FWD	6,010	42,000	12,085	53,104
Skyhawk SW FWD	458	3,324	1,117	5,168
Somerset Regal FWD	11,400	50,959	0	0
Century FWD	17,188	89,653	14,780	86,272
Century SW FWD	2,195	12,682	3,034	14,513
Regal	9,274	50,821	18,413	98,599
Regal SW	0	0	0	0

	1985 Month	1985 Year	1984 Month	1984 Year
LeSabre	10,376	63,807	12,271	69,403
Electra	0	0	3,135	30,234
Electra FWD	6,129	34,685	4,804	10,063
Buick SW	1,109	7,095	1,364	7,221
Riviera FWD	4,132	24,552	4,175	26,067
Total	73,423	428,861	84,920	451,988
Cadillac DeVille	74	1,525	8,495	57,423
DeVille FWD	6,879	41,875	3,324	7,212
Cimarron	1,738	10,395	1,473	8,855
Fleetwood & Chassis	4,480	23,380	3,116	22,133
Fleetwood FWD	2,471	15,761	1,625	3,350
Eldorado FWD	6,671	33,113	5,704	32,799
Seville FWD	3,300	16,058	2,985	17,167
Total	25,613	142,107	26,722	148,939
Chevrolet Nova	1,024	1,069	0	0
Chevrolet Chevette	9,146	59,840	14,784	92,700
Camaro	18,158	100,695	19,704	98,926
Cavalier FWD	28,522	180,297	26,210	135,948
Cavalier SW FWD	6,802	41,270	8,088	43,642
Citation FWD	3,774	33,608	9,040	52,419
Malibu	0	0	0	0
Malibu SW	0	0	0	0
Celebrity FWD	23,961	123,595	21,490	117,331
Celebrity SW FWD	7,777	39,396	9,482	46,152
Monte Carlo	10,223	56,094	11,252	68,533
Impala	4,717	25,899	5,010	26,101
Caprice	11,094	67,289	13,457	73,202
Chevrolet SW	4,978	27,342	5,924	29,292
Corvette	3,339	19,290	2,221	14,156
Total	133,515	775,684	146,662	798,402
Oldsmobile Omega FWD	0	0	4,281	23,585
Firenza FWD	3,059	23,811	4,811	22,261
Firenza SW FWD	726	5,483	1,445	6,975
Calais FWD	14,078	64,319	0	0
Cutlass Ciera FWD	25,962	135,326	19,833	106,571
Cutlass Ciera SW FWD	3,939	20,894	4,969	21,597
Cutlass Supreme-Calais	18,939	104,935	29,801	180,085
Cutlass SW	0	0	0	0
Delta 88	15,916	92,103	23,286	117,228
98	0	0	1,735	34,966
98 FWD	8,981	52,590	5,304	10,583
Oldsmobile SW	2,062	11,083	2,856	15,701
Toronado FWD	2,746	17,210	3,579	19,781
Total	96,408	527,754	101,900	559,353
Pontiac 1000	1,917	10,835	2,264	13,357
Firebird	10,103	51,510	9,710	50,514
Sunbird FWD	9,221	56,174	11,026	54,009
Sunbird SW FWD	727	4,312	1,144	6,096
Grand Am FWD	9,591	53,393	0	0
Phoenix FWD	0	0	1,416	7,032
Bonneville	4,554	25,667	5,991	35,605
Bonneville SW	0	0	0	0
6000 FWD	12,020	63,474	9,704	51,651
6000 SW FWD	1,431	7,003	2,048	9,882
Grand Prix	4,677	27,132	6,940	38,563
Parisienne	3,753	23,032	3,372	18,136
Pontiac SW	1,355	7,106	1,432	7,703
Fiero	7,755	48,132	8,288	51,119
Total	67,104	377,770	63,335	343,577
TOTAL GM CORP.	396,063	2,252,176	423,539	2,302,259
Miscellaneous Domestic	14	105	32	140
Domestic Station Wagon Total	56,851	318,043	71,011	370,941
Domestic Grand Total	666,863	3,949,156	703,901	3,816,981
Import Total	256,047	1,309,811	223,948	1,198,428
Grand Total All Registrations	922,910	5,258,967	927,849	5,015,409

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

Maybe a compact—or bigger or smaller

Ford Alpha: No year, no size

By Richard Johnson
Detroit Reporter

Ford Motor Co.'s Alpha car has been conceived as a compact—in the range of Tempo/Topaz—but could ultimately stretch or shrink, according to John Betti, Ford executive vice president—Technical Affairs and Operating Staffs.

The clean-sheet project which, like GM's Saturn and Chrysler's Liberty, is aimed at making the company cost-competitive with Japanese auto makers. It could involve a new corporation, a greenfield plant site and a highly integrated manufacturing complex.

Betti talked about Ford's allout effort to build small cars profitably during an informal question and answer session following presentation last week of the company's Probe V concept car.

He said the Alpha remains a "no-year" car. The Saturn project is geared for a 1989 introduction and Chrysler has vowed to beat Saturn to the marketplace with Liberty. But Ford officials have indicated in the past that an Alpha model won't appear before the end of the decade.

Indeed, Betti said there may not even be an Alpha car if cost objectives can be spun off the project and applied satisfactorily to existing vehicles.

"If it turns out you don't have to do the vehicle to get the cost, that would be great," he said. "But our current thought is that we're proceeding with a vehicle that will meet that cost target."

Betti said Alpha is "basically" a compact car, but could go up or down in size by the time it is ready for production.

"It will have the ability to stretch or shrink in terms of the basic car concept," he said. "But when we lock into a particular car, it may be only Tempo/Topaz."

To become cost competitive with overseas producers, Betti said, the company is reviewing a number of approaches to the Alpha project.

"Conceivably, it could be a whole new plant; conceivably, it could be a whole different company," he said. "The important thing is to be able to get the cost-competitive position, that's the bottom line."

GM has organized Saturn as a separate corporation and will built a highly integrated manufacturing complex in Spring Hill, Tenn., for Saturn operations.

"One of the problems with a big investment is that also provides cost to the product, so we wouldn't put extra investment in if it wasn't necessary," said Betti. "But the one thing that augurs in favor of trying to get the supply facilities close to the assembly facilities is control of inventory, the shipping costs, etc."

Asked whether a fully integrated Rouge-type works will produce Alpha, Betti said, "I don't think being the Rouge is the answer, but having isolated feeder plants scattered all over the country also isn't the answer. Somewhere in between has got to be the optimum."

Betti said the Alpha team has not been formulated as a "distinct, separate group." He said a core group of less 100 persons is providing leadership, but drawing from the operations for implementation studies.

"If a guy is working on an Alpha idea, he may all of a sudden see an application in something that he is doing in his day-to-day business and therefore he'll apply it directly," he said.

Makers turn out 133,035 cars for 16 percent gain

Estimated U.S. production of 133,035 cars last week was up 15.97 percent from the previous week's 114,716, though downtime continues at several plants for vacations and model changeovers.

Last week's estimated build was down 2.87 percent from the year-ago week's 136,959.

Year-to-date, 5,428,061 cars have been assembled, 4.11 percent more than the 5,219,623 completed last year at this time.

Last week's scheduled production was shared as follows: General Motors, 55.35 percent; Ford Motor Co., 26.04 percent; Chrysler Corp., 12.10 percent; American Motors, 2.07 percent; Honda of America Mfg. Co., 2.05 percent; New United Motor Mfg., Inc., 1.43 percent, and Nissan Motor Mfg. Co., U.S.A., 0.96 percent.

Volkswagen of America's plant in Westmoreland, Pa., is down through Sept. 6 for model changeover.

Ford scheduled overtime for Saturday (Aug. 24) and during this week at its plant in Chicago. The company also scheduled overtime this week at the following plants: Dearborn; Wixom, Mich.; Edison, N.J., and Kansas City.

General Motors scheduled overtime for Saturday (Aug. 24) at its Pontiac plant, which builds Buick Regal and Oldsmobile Cutlass Supreme.

Truck production climbs 2 pct.; 66,711 assembled

Domestic truck production was scheduled at 66,711 units last week, 2.76 percent more than the previous week's 64,921.

Last week's output was 13.45 percent more than the year-ago week's 58,800.

So far this year, 2,241,877 trucks have been assembled, 10.02 percent more than the 2,037,719 completed last year at this time.

Ford Motor Co. scheduled overtime Saturday (Aug. 24) at its plant in Lorain, O., and this week at its plants in Lorain; Wayne, Mich.; Kansas City, and Norfolk, Va.

Ford also announced it will add a second shift at its Norfolk plant in March, 1986. Approximately 800 employes will be added to the workforce. Positions will be filled by recalling laid-off workers at Norfolk and other Ford locations.

The Norfolk facility was chosen for an added shift because more pickup trucks are needed in the East and Southeast where the plant's products are distributed.

Chrysler Corp. scheduled two overtime shifts at its Warren (Mich.) plant last Saturday (Aug. 24). The plant will work two daily nine-hour shifts this week.

Canadian makers hike output to 24,627 for week

Canadian auto production was scheduled at 24,627 units last week, up 22.64 percent over the previous week's 20,080.

Last week's estimated build was 46.66 percent better than the year-ago week's 16,792.

So far this year, 676,571 cars have been assembled, 4.42 percent fewer than the 707,824 completed last year at this point.

Truck makers expected to build 15,152 units last week, 26.66 percent more than the previous week's 11,963, but 7.15 percent fewer than the year-ago week's 16,318.

Year-to-date, 552,011 trucks have been completed, 5.59 percent more than the 522,763 completed at this time last year.

International Harvester's Canadian plant was down for vacation last week.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 24, 1985	Week Ended Aug. 25, 1984	Week Ended Aug. 17, 1985	Aug. to Date	Jan. 1 to Aug. 25, 1984	Jan. 1 to Aug. 24, 1985
AMERICAN MOTORS	400	610	0	809	14,665	6,302
FORD MOTOR	11,461	9,500	10,887	35,706	283,279	320,909
GENERAL MOTORS	12,586	6,457	9,193	26,091	403,173	342,724
VOLVO	180	225	0	270	6,707	6,636
Total Cars, Canada	24,627	16,792	20,080	62,876	707,824	676,571

U.S. TRUCK PRODUCTION☆

	Week Ended Aug. 24, 1985	Week Ended Aug. 25, 1984	Week Ended Aug. 17, 1985	Aug. to Date	Jan. 1 to Aug. 25, 1984	Jan. 1 to Aug. 24, 1985
CHEVROLET	20,658	17,318	20,786	67,187	660,411	779,858
DODGE	5,000	5,076	3,920	12,934	132,064	138,842
FORD	24,071	22,239	21,885	78,793	762,801	768,048
GMC	6,580	5,231	6,640	22,114	212,849	241,922
INTERNATIONAL	0	1,749	1,293	3,606	49,223	49,570
JEEP	5,800	3,975	5,768	17,833	122,424	132,724
NISSAN	2,552	2,162	2,579	8,738	62,027	68,470
AM GENERAL	50	50	50	170	1,720	1,640
MISCELLANEOUS	2,000	1,000	2,000	6,800	34,200	60,803
Total Trucks, U.S.	66,711	58,800	64,921	218,175	2,037,719	2,241,877

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 24, 1985	Week Ended Aug. 25, 1984	Week Ended Aug. 17, 1985	Aug. to Date	Jan. 1 to Aug. 25, 1984	Jan. 1 to Aug. 24, 1985
CHRYSLER	7,099	8,457	6,885	19,788	230,080	256,177
FORD	3,040	2,936	3,022	10,160	98,899	105,020
GENERAL MOTORS	5,013	4,708	1,837	9,661	188,694	183,921
INTERNATIONAL	0	217	219	516	5,090	6,893
Total Trucks, Canada	15,152	16,318	11,963	40,126	522,763	552,011
N. American Trucks	81,863	75,118	76,884	258,300	2,560,482	2,793,888

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Aug. 24, 1985	Week Ended Aug. 25, 1984	Week Ended Aug. 17, 1985	Aug. to Date	Jan. 1 to Aug. 25, 1984	Jan. 1 to Aug. 24, 1985
AMERICAN MOTORS	2,750	4,859	2,775	9,469	131,650	72,852
Renault Total	2,750	4,859	2,775	9,469	131,650	72,852
Alliance	1,950	3,131	1,988	6,655	72,721	46,079
Encore	800	1,728	787	2,813	58,929	26,773
CHRYSLER CORP.	16,100	17,332	7,319	26,482	798,900	852,410
Plymouth Total	5,300	5,550	3,577	9,910	236,871	247,866
Horizon	2,800	2,895	2,539	6,298	102,843	96,189
Reliant	1,900	1,737	888	2,809	112,898	107,793
Caravelle	400	610	150	560	6,862	32,229
Gran Fury	200	308	0	243	14,268	11,655
Chrysler Total	4,800	5,596	621	6,412	265,855	278,739
LeBaron	200	1,094	56	256	78,883	62,969
LeBaron GTS	900	0	0	900	0	61,406
Laser	700	830	90	790	47,309	35,180
New Yorker/E-Class	800	873	475	1,289	64,691	44,828
Fifth Avenue	2,200	2,799	0	3,177	74,972	74,356
Dodge Total	6,000	6,186	3,121	10,160	296,174	325,805
Omni	2,400	2,614	2,074	5,368	97,062	93,734
Aries	1,700	1,355	835	2,546	89,897	89,593
Daytona	500	508	76	576	34,978	32,050
Dodge 600	300	949	136	447	50,110	43,366
Lancer	500	0	0	500	0	43,307
Diplomat	600	760	0	723	24,127	23,755
FORD MOTOR	34,635	40,089	31,707	107,810	1,137,905	1,088,362
Ford Division	23,261	25,961	21,227	71,453	734,321	721,847
Escort	7,784	7,543	7,626	26,168	224,415	214,978
Mustang	4,143	3,555	3,515	10,126	89,737	114,563
LTD	4,070	4,814	3,389	12,190	140,826	139,398
Thunderbird	3,359	2,943	2,718	9,445	97,140	119,443
Crown Victoria	0	3,000	0	0	51,011	7,122
EXP	0	1,263	0	0	24,010	3,863
Tempo	3,905	2,843	3,975	13,524	107,182	122,480
L-M Division	11,374	14,128	10,480	36,357	403,584	366,515
Mercury Total	7,781	10,965	7,022	24,257	291,714	260,306
Lynx	1,357	1,662	1,405	4,931	44,560	47,971
Capri	372	320	327	1,070	10,981	12,365
Marquis	2,052	2,798	1,911	6,547	76,077	70,268
Cougar	2,705	3,588	2,160	7,562	72,222	87,537
Grand Marquis	0	1,600	0	0	59,620	4,733
Topaz	1,295	997	1,219	4,147	28,254	37,432
Lincoln Total	3,593	3,163	3,458	12,099	111,870	106,209
Continental	500	837	481	1,684	25,746	17,441
Lincoln	2,699	1,958	2,603	9,078	66,741	77,006
Mark VI/VII	394	368	374	1,337	19,383	11,762
GENERAL MOTORS	73,638	71,664	67,415	248,816	3,008,132	3,215,702
Buick Total	14,673	14,949	13,078	53,928	655,522	665,217
Skylark	0	3,253	0	0	67,020	40,953
Skyhawk	1,705	1,764	1,655	4,561	97,606	71,561
Somerset Regal	2,800	0	2,376	8,704	1,119	79,707
Century	1,963	3,200	5,875	16,278	148,556	177,207
Regal	3,302	816	1,972	7,625	132,273	85,955
LeSabre	213	3,393	8	3,511	141,313	87,543
Riviera	1,215	926	1,192	4,092	33,858	44,126
Electra(fwd)	3,475	1,577	0	9,157	33,777	78,165
Cadillac Total	5,525	5,246	7,348	18,736	219,376	238,751
Cimarron	0	335	855	1,697	11,539	19,076
Seville	[illegible]	195	1,426	3,144	26,038	26,517
Eldorado	1,405		2,800	6,171	51,220	50,343
Cadillac (rwd)	0	0	564	1,138	88,015	30,049
DeVille (fwd)	3,401	3,192	1,703	6,586	42,564	112,766
Chevrolet Total	23,976	29,931	25,864	80,592	1,030,151	1,081,826
Chevette	5,439	3,436	3,033	12,347	125,369	110,895
Cavalier	7,023	10,757	8,902	26,777	273,334	324,111
Celebrity	860	3,725	4,927	13,445	195,163	184,160
Camaro	1,475	4,732	986	2,461	174,344	139,604
Citation	0	2,673	0	0	74,299	28,697
Malibu/El Camino	612	277	530	1,142	16,538	1,142
Monte Carlo	2,690	1,400	2,728	8,526	74,761	92,200
Chevrolet	4,877	2,196	3,754	12,761	73,660	170,885
Corvette	1,000	735	1,004	3,133	22,683	30,132
Oldsmobile Total	19,066	12,301	16,378	66,666	744,199	805,197
Omega	0	0	0	0	29,289	0
Firenza	1,190	1,313	1,134	2,951	47,138	42,309
Cutlass Supreme	5,694	2,962	3,314	14,150	180,646	151,929
Cutlass Ciera	4,673	2,857	6,239	19,758	184,852	237,626
88/98 (rwd)	0	2,141	2,114	10,455	228,724	159,245
Olds 98 (fwd)	3,549	2,394	239	6,151	41,797	90,511
Calais	3,250	0	2,620	10,789	1,737	97,692
Toronado	710	634	718	2,412	30,016	26,425
Pontiac Total	10,398	9,237	4,747	28,893	358,884	424,711
Acadian**	0	293	79	378	10,743	8,756
2000 Sunbird	2,830	3,405	144	6,548	97,040	92,184
1000	645	519	21	1,596	27,522	16,007
Firebird	781	2,345	534	1,357	80,537	74,549
Phoenix	0	0	0	0	14,116	0
6000	0	0	0	2,197	0	32,696
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	842	295	0	2,914	17,237	47,707
Fiero	1,800	2,380	1,078	2,878	80,165	72,477
Grand Am	3,500	0	2,891	11,026	1,791	80,335
HONDA	2,732	2,935	0	7,031	87,424	100,867
NISSAN	1,260	0	1,281	4,373	0	18,258
NUMMI (Nova)*	1,900	0	1,875	6,345	0	25,774
VOLKSWAGEN	0	80	2,344	5,732	55,612	63,836
Total Cars, U.S.	133,035	136,959	114,716	416,057	5,219,623	5,438,061
Total Cars, Canada	24,627	16,792	20,080	62,876	707,824	676,571
N. American Cars	157,662	153,751	134,796	478,933	5,927,447	6,114,632
N. American Trucks	81,863	75,118	76,884	258,300	2,560,482	2,793,888
North American Cars and Trucks	239,525	228,869	211,680	737,233	8,487,929	8,908;520

*—Revised estimate
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

AAA doubles death benefit for seat-belt wearers

WASHINGTON.—The American Automobile Assn. has added a safety-belt endorsement doubling the death benefit to its travel and accident policies sold by AAA Life Insurance Co.

Under terms of the endorsement, the benefit amount is doubled if a covered driver or passenger is killed in an automobile accident and proof is submitted indicating the insured wore a safety belt at the time of the accident.

C2700-1

Automotive News

September 2, 1985

60th year—$45 per year, $1.00 per copy

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At World Congress

Jon Wiseman

First-night speakers

Dr. Carl H. Hahn, left, and W.R. Timken Jr., right, opening-night speakers at the Automotive News World Congress, visit with Keith E. Crain, Automotive News publisher and editorial director. Hahn is chairman of Volkswagen AG, and Timken is chairman of Timken Co.

Big Fords may become 'imports' to meet CAFE

By Richard Johnson
Detroit Reporter

Though acknowledging it would be "a dumb move," Ford Motor Co. may decide this month to shift more than 25 percent of Crown Victoria/Grand Marquis parts production to Mexico and thereby avoid U.S. fuel-economy penalties.

"Re-sourcing" is the frontrunner among four options Ford presented to NHTSA last month as part of a request for relief from 1987-89 CAFE standards, according to Louis Ross, executive vice president, Ford North American Automotive Operations.

By increasing foreign content on big cars, the company would improve its domestic CAFE average and sidestep cash penalties otherwise expected in future model years. The relatively low-mileage Crown Victoria/Grand Marquis would be figured into the company's imported fleet, for which Ford enjoys CAFE credits.

In its filing with the government last month, Ford said it might have to cancel or sharply curtail U.S. manufacture of large cars or shift much of its production abroad.

But the company seems to have settled on a fourth option: Increasing the imported components used in big cars to more than 25 percent of the value so they would be counted as imports.

"We would utilize a lesson already demonstrated by the Japanese and that is to keep assembly here and increase foreign content," said Ross. "We are on a very serious study to do that. It will come up in September, and my prognosis is it seems to be the most efficient route to still build a large car, still maintain your fuel economy, still try to keep . . . jobs in the U.S. and Canada.

"So, we're looking at procurement of parts in Mexico and whether we can get a sufficient quantity has yet to be determined," he said. "Preliminary analysis says yes, and so we will be acting between now and the end of the year to re-source large cars."

The outsourcing maneuver would involve only Crown Victoria and Grand Marquis at first and could eventually extend to Lincoln Town Car and Continental. Crown Victoria and Grand Marquis are assembled in St. Thomas, Ont., although Ross said 80-90 percent of parts production is in the U.S.

Final assembly of the 5-liter, V-8 power plant now built at Ford's Cleveland engine plant would be transferred to Mexico, although the Ohio facility would continue to produce some parts for the engine. Other plants affected—involving production of more than 100 components—"are too numerous to mention," Ross said.

Ross said engine production could go to company facilities in Cuatitlan or Chihuaha, Mexico.

While taking production of the entire vehicle overseas would result in the loss of more than 8,000 jobs, Ross said "a move to make it over 25 percent foreign content would get it down to . . . a couple of hundred jobs (lost), I expect."

Ross said UAW officials have already been advised about the outsourcing plans.

"I have met with the UAW several times and asked their support and they're fully knowledgeable," he said. "Before we went to the government, we talked to the UAW about it.

"This is a dumb move," Ross added. "It's dumb for the U.S., dumb for the union, for Ford, for everybody else. It will cost us over $100 million in investment and cost us a lot per car and it doesn't do anything but lose jobs for the U.S.

"We went to the union and said 'isn't that dumb' and they said 'yeah it is.' And so we're both trying to get it changed, but we're not sure if we can get it changed in time."

Ross said the company is close to being forced to make a decision on the big-car issue.

"By the end of the year, I think the ship will have sailed," he said. "If we start today, it's the 1988

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VW chief is World Congress keynoter

Hahn says U.S. must lead world

By Richard Feast
Automotive News Staff

Stimulation of the world's economies—which would lead to an improvement in auto industry prospects—can come only from the U.S., Dr Carl H. Hahn, chairman of the Volkswagen Group, told the Automotive News World Congress.

"Quite simply, no one else has the resources, the strength, the self-confidence, the bold courage and the strong, broad-enough platform, all of which are required for success in this task," he declared in his keynote address.

European countries are beset by political and economic stagnation, which embraces protectionism and contraction, Hahn said. Japan's system will not work forever if trade flows only in one direction, he added.

An American-led initiative in the development of areas such as Latin America is long overdue, Hahn said. There, the burdens of debt are beyond their economic capacity and human strength to solve.

"I believe there must be some sort of Marshall Plan to get that area moving again," Hahn said. Hopefully, we will remember that the Castros are in the wings, ready to reap the harvest of poverty, hunger and disorder."

The VW chief's speech was a European view of the state of the auto industry. It emphasized the more international tone adopted for this, the 10th World Congress.

Hahn reported that America's free trade position enabled Volkswagen to become one of the world's largest auto makers. Today, the company is the most international of the European makers, with major assets in North and South America, in Japan and in the People's Republic of China.

That free trade continued until the Japanese were finally successful in the market, following significant failures in the 1950s and 1960s. Those grave consequences led to the Voluntary Re-

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Hyundai plans to build Canada assembly plant

By Dan McCosh
Detroit Reporter

Korea's Hyundai Motor Co., Ltd., plans to build a plant in Canada that will assemble 100,000 cars a year for the Canadian and U.S. markets.

Hyundai officials in Seoul, Korea, said last week the company plans to spend some $200 million (Canadian) to build the plant, which will open in 1988.

The site has not yet been determined, according to Hyundai, but Canadian sources anticipate it will be near Montreal. The plant will employ 1,200 persons.

The Canadian plant is expected to assemble a new subcompact, likely a new generation of the current Pony model. Hyundai also is building a parts plant in Canada that will make electrical components.

Hyundai's impact on the Canadian auto scene has been explosive. The Korean auto maker entered the Canadian market early in 1984 and now is first in import sales with 39,977 deliveries for the first seven months of 1985.

Korea began buying Canadian auto parts and now accounts for nearly 10 percent of Canada's $190 million export business in parts—three times the trade going to Japan.

Hyundai's rapid growth in Canada quickly cost the company its favored status as an exporter from an underdeveloped country. It will begin paying the Canadian tarrif on car imports in 1987 and is already paying Canadian duty on imported parts.

Under terms of the joint U.S.-

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breaking news

Renault to fold Formula 1 team

PARIS.—The Renault board of directors decided last week to discontinue its factory Formula 1 auto racing team at the end of this year. It will continue to supply turbo V-6 engines to Lotus, Tyrrell and Ligier, however. The cost-cutting is part of a broad economy drive at Renault in the wake of huge losses. Renault entered Grand Prix racing in 1977 and has won 15 events. Lotus won two using Renault engines.

Alfa grooms Spider for America

MILAN, Italy.—Alfa Romeo soon will introduce a facelifted version of the Pininfarina-built Spider. The 1986 model has been restyled with the American market in mind. The U.S.

See BREAKING NEWS, Page 6, Col. 1

Chrysler, UAW split over profit sharing

By Marjorie Sorge
Labor Editor

Chrysler Corp. did not include profit sharing, the continuation of cost-of-living-adjustments or annual wage increases in its first contract proposal, which it presented to the UAW last week, said Thomas A. Miner, Chrysler labor relations vice president.

Miner also said the company has asked the UAW to cut the number of job classifications throughout the company from about 500 to six to 12.

The UAW has already demanded profit sharing, pattern bargaining and job security along with parity with workers at General Motors and Ford Motor Co. With the latest COLA increase, Chrysler assemblers make $13.23 an hour while those at GM and Ford make $13.29.

While that is very close to wage parity, a UAW spokesman said the Chrysler workers are behind in many other benefit areas and the union wants to get back to parity on those.

The first proposals are very general, and although Chrysler did not offer profit sharing, it does not mean the company is not interested in negotiating some formula.

Miner said he believes Chrysler and the UAW will spend a lot of time discussing it during the talks aimed at reaching a new agreement by the Oct. 15 deadline.

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20,000-40,000 a year, starting in 1988

Ford to import cars from Taiwan affiliate

By Richard Johnson
Detroit Reporter

Ford Motor Co. will import 20,000 to 40,000 small cars annually from its Taiwan affiliate, possibly beginning in 1988, according to Louis Ross, executive vice president, Ford North American Automotive operations.

Ross confirmed the Taiwan plans during a question and answer session following his address to the Automotive News World Congress in Detroit last week.

While citing Ford's announced intentions to import vehicles from Kia Industries of Korea and a new Ford assembly plant under construction in Hermosillo, Mexico, Ross also noted that "we are bringing a nominal amount of cars into North America from Taiwan Ford."

Ford Lio Ho Motor Co., the company's Taiwanese affiliate, applied for government approval last year to expand its automotive manufacturing and assembly facilities in Chung Li, Taiwan, by 1986.

The $35-million expansion will increase Ford Lio Ho production capacity from the current 40,000 cars annually to 90,000.

In announcing the expansion last fall, the company said it planned to export 30,000 to other markets. Ford officials have not previously said where the cars will go, but Ross last week said a decision has been made to bring the Ford Lio Ho vehicle into the U.S.

"The volume is like 20,000-40,000, something like that," he said. Asked when the car would debut here, he said "probably 1988, but I don't remember."

The additional capacity at Chung Li will be used to build a vehicle based on the Ford Laser, a Mazda-designed subcompact now being produced by various Ford affiliates and associated companies for sales in 65 world markets. Ross put the size of the new vehicle "between Yugo and Escort."

Ford Lio Ho's $35-million expansion brought the company's total investment to about $135 million. The Taiwanese firm was organized in 1972 by Ford and Lio Ho Automobile Industrial Corp., of Taiwan, and began producing the Laser in January, 1981. Seventy percent of the company is owned by Ford Motor Co.

Plans to expand Ford Lio Ho facilities last year followed mutual termination of a proposed joint car-production venture involving Toyota and the Taiwanese Government. That venture originally called for Toyota to produce annually 300,000 Corolla-type cars with 1.3 and 1.5-liter engines.

At the insistence of the Taiwanese Government, 50 percent of the units would have been exported.

Ford opposed the Taiwan-Toyota marriage, asserting that the country should take a more conservative approach to the auto export market. Taiwan's six auto manufacturers now produce only for the domestic market. Ford executives maintain that the more gradual Ford Lio Ho export plan is a better way to increase auto exports in the country.

Alcohol project for Swedish firm

WASHINGTON.—The Department of Energy has selected Swedish Motor Fuel Technology Co. (SMFTC) to collect, classify and comment on international data on generating and using alcohol and alcohol blends as motor fuels.

The International Energy Agency (IEA) will share information and cost with SMFTC, which is partly owned by the Swedish Government. Since 1975, the firm has been the lead organization in Sweden on alcohol processing and use and research and development.

The IEA agreement is supported by Canada, New Zealand, Sweden and the U.S.

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60th year—No. 5090

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Jon Wiesen

Chrysler's Sperlich foresees dogfight

Chrysler Corp. President Harold A. Sperlich predicted the Japanese factories moving into the U.S. will create excess capacity that will slice small-car prices and industrywide profit margins. Sperlich addressed a general session of the Automotive News World Congress Monday morning.

Ephlin sounds the call for an auto summit

By Marjorie Sorge
Labor Editor

The revolutionary changes in recent UAW agreements such as Saturn are not enough to help the auto industry in the long-term, and an auto summit should be called soon to examine the industry's worldwide future, according to a top UAW official.

The summit would include discussions on tax policy, world trade, labor practices and managerial perogatives, UAW Vice President Donald F. Ephlin told the Automotive News World Congress.

Representatives of labor, government and industry would attend the meeting.

Ephlin said the recent agreements between the UAW and New United Motor Mfg., Inc.; Mazda and, Saturn, which offer more flexibilty in work rules and economics, are a clue to where the UAW is going in the future.

Chrysler Corp. and the UAW are currently conducting contract talks, and the company has said it is very interested in portions of the Saturn deal.

"Saturn has no influence on the 1985 talks at Chrysler," he said.

According to Ephlin, the Saturn contract is designed to keep small-car production in the U.S. and "if another company wants part of Saturn, they'll have to take all of it."

However, at a press conference following his speech, Ephlin said the UAW would be willing to talk about a Saturn-type agreement with Chrysler for its Liberty project, provided that the project produces a complete car in the U.S.

Ephlin also told the World Congress that if an auto summit cannot be arranged in the near future, the trade issue must be acted upon since the U.S. trade deficit is expected to eclipse $150 billion this year. Last year, it was $123

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Sperlich sees problem in new plants

By Dan McCosh
Detroit Reporter

"Excess capacity isn't going to go away," Chrysler President Harold A. Sperlich told reporters following an address to the Automotive News World Congress.

The new small-car assembly capacity coming from U.S.-based Japanese plants that will open in the near future is going to continue the pressure on small-car prices, Sperlich said, and cut margins for the whole industry.

"It's going to be a real dogfight," he added.

Questioned about the cost and potential life of current incentive programs, he said, "They cost us a lot. In the short term, the market will grow, but it's going to be tough for a long time."

He declared, "They aren't making the tough decisions in Washington," referring to Chrysler's position that the growing national debt and the end of the Voluntary Restraint Agreement with the Japanese is leading toward a deep recession in the next few years.

Sperlich also confirmed the existence of Chrysler's Genesis program. He , called it a "skunkworks" program looking at future technology, but declined to elaborate. Automotive News reported Aug. 26 that Genesis is a mid-1990s program aimed at bringing molded composite chassis to volume production, a process that promises to eliminate most of the conventional assembly line.

Sperlich said Chrysler's future products will broaden its current lineup to include upscale markets and more specialized niches.

In his speech to the World Congress, Sperlich called for a broad initiative to reduce the current trade deficit with Japan. He suggested that the Japanese be given an ultimatum to cut the dollar deficit "instead of arguing with the Japanese over plywood one day and walnuts the next."

" If we do nothing substantial to attack these deficits, the crash, if it comes, will be steep and hard," Sperlich said.

The economic scenario outlined by Sperlich was for a continuing deficit in the federal budget, escalating from $200 billion to $300 billion in the next few years. The resulting demand for credit, in turn, would weaken the U.S. economy and provoke a steep recession.

EPA proposal with 3 options could overturn gray market

By Jake Kelderman
Washington Reporter

WASHINGTON.—The EPA last week proposed new regulations that could overturn the applecart of the importers of gray-market automobiles.

Gray-market importers typically sell modified high-performance European luxury sedans and sports cars here for significantly less than the original manufacturers.

The gray market has grown in the last five years from a small collection of individuals moving approximately 5,000 units each year to more than 600 professional modifiers who will move as many as 70,000 units in 1985.

Mercedes-Benz, BMW and—to a lesser extent—Porsche and others have been pressing for stringent curbs on or elimination of the importers who, they say, are costing them money and goodwill.

Indeed, EPA was the first place they tried, but since 1980 the agency has steadfastly refused to address the situation other than in a piecemeal fashion.

Last week, all that changed as EPA proposed three options it has under consideration to deal with the gray-market importers.

One would put them out of business altogether and the other two would likely eliminate the small "fly-by-night" operations by subjecting all the importers to nearly the same rigorous and costly demands EPA makes of the original builders.

"What we are trying to do is either put all this behind us completely or keep in business only the responsible and professional modifiers who know what they are doing," an EPA source said.

EPA will hold hearings on the proposals Oct. 9 in Washington and Oct. 24 in San Diego. The EPA proposals are:

1. Ban gray market imports altogether.

2. Require anyone who wants to import a car to go through full small-volume manufacturer emission certification and complete compliance with all other EPA regulations including Selective Enforcement Audits, recall, maintenance instructions, emissions warranties, emissions labeling and fuel-economy requirements, including a full highway fuel economy test, gas-guzzler tax and Corporate Average Fuel Economy requirements.

3. Require of the gray marketers the same things that are required of the original makers and provide only a very limited exception whereby a truly rare automobile could be brought in by an individual as long as it was modified by an EPA-certified modifier.

EPA said that someone who imports fewer than 60 cars per year would qualify for that less-strin-

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Auto makers must learn to adapt, McCormack says

In South America, change is norm

By Matt De Lorenzo
Automotive News Staff

Despite economic and political uncertainty, South America remains an important market for all auto makers, and learning to adapt to the changes is the key to survival in that region, John P. McCormack, General Motors vice president for Latin American Operations, told the Automotive News World Congress.

Struggling with high inflation, a heavy debt load and a rising population, South American countries seek to foster and protect industry. Those changing economic and political winds often mean rapid changes in the way auto companies conduct their business, McCormack said.

"How fast do things change?" McCormack asked rhetorically. "Well, one of our people who's spent considerable time in South America likes to say that 'stability' means no major changes for the last three months. And that's not much of an exaggeration.

"It's not easy to put in a major investment with the very real possibility that in two or three years, or even tomorrow, conditions may turn 180 degrees."

He said that policy changes can occur not only following a change in government, but also in "stable" governments reacting to shifting conditions.

"Throughout GM's long history in South America, we've seen chronic shifts in the rules and re-

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NEW
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Personal touch just right for dealers, Orkin says

Radio Ranch boss calls for humor

By Mary Beth Mayer
News Editor

The head honcho of the Radio Ranch and Home for Wayward Cowboys rode into town last week with a message: Humor in advertising works; it works well in radio, and radio works.

Dick Orkin, self-styled head honcho of the Los Angeles "ranch" which produces humor advertising, told the Automotive News World Congress that automobile dealers currently spend 25 percent more of their budget on radio advertising than the average retailer.

"Radio is right not just for dealers but the automotive industry as well, which should take a tip from the importance dealers attach to it," Orkin said.

In describing the transition from the days of *our* radio in the 1950s to *my* radio in the 1980s, Orkin said, "In the 1950s, people sat in the living room as a family listening to network programs on one big radio. Then network block programming was gone and the transistor radio came along. Now everyone has a radio to take along wherever we go."

According to the Radio Advertising Bureau, Orkin said, radio listenership is up 47 percent since 1970.

"Since the *our* medium has become the *my* medium, radio has become the most potentially effective medium for one-to-one personal communication," Orkin said. "The next best thing would be having a salesman at every consumer's side."

However, according to Orkin, most advertisers do not like to get personal. They think the audience just wants the facts about a product or service.

"But if the agency or whomever insists, the advertiser will go along with the 'personal stuff' but in ways that reveal they misunderstand the idea," he said. "They think if they come up with an ad slogan like 'We're the friendly car dealer,' or 'Our service department *cares* about *you*,' that's plenty personal."

Another problem is "ad ego," from which Orkin said many advertisers are suffering.

"The advertiser believes because it's their investment, no matter what they have to say the consumer will drop everything and turn up the volume," Orkin said. "After all, the thinking goes, 'we're talking to them, it's costing us money . . . aren't they supposed to be out there listening to us and hanging on our every word?'"

Listeners did "hang on to every word" in the days of *our* radio, but listening habits have changed.

"Now, I don't just listen to *the* radio, I listen to *my* radio *station* or several of them," said Orkin. "Boring advertising forces station switching. Zap, zap and there goes the consumer the advertiser thought was hanging onto every word."

An early tenet of advertising was "Find the meaningful product point of difference and drive it home." But things have become more complicated, Orkin said.

Today, radio's assets grow out of the way listeners relate to radio as a personal medium. Those assets are radio's ability to appeal to the imagination and its ability to involve the listener by inviting participation, he said.

"By stimulating an emotional response, humor breaks through the clutter. It grabs attention; draws interest to the product or service and rewards the listener for the time spent because there's a payoff at the end. Humorous advertising entices the advertiser to stay with the spot and hear its conclusion."

Orkin stressed that radio humor can be used to connect a product or service with the human condition. In that way, humor creates awareness and establishes an image, he said.

Since people tune in to radio to be entertained, not to listen to commercials, "if you can inform *and* entertain, you are saying something special about your product or service, about your company. It says that you connect with your potential customer's life in a very real way. It says you understand how things really are out there—sometimes tough, sometimes funny and hardly ever perfect."

Orkin concluded, "Advertising that stays in touch with the human condition—that solidly connects—is advertising that can work."

factories list auction dates

American Motors

Sept. 3—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

Sept. 4—Columbus Fair Auto Auction, Obetz, O.; Mid-States Auto Auction, South Bend, and Central States Auto Auction, Mason City, Ia.

Sept. 5—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 10—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Sept. 11—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 12—Northway Exchange, Clifton Park, N.Y.; Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 13—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 17—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

Sept. 18—Columbus Fair Auto Auction, Obetz, O.; Mid-States Auto Auction, South Bend, and Central States Auto Auction, Mason City, Ia.

Sept. 19—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Sept. 3—Hatfield Auto Auction, Hatfield, Pa.

Sept. 4—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

Sept. 5—Aptco Auto Auction, Taylor, Mich.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Sept. 6—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 10—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 11—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

Sept. 12—Atlanta Auto Auction, Red Oak, Ga., and Fredericksburg Auto Auction, Fredericksburg, Va.

Ford Motor Co.

Sept. 4—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 5—Nashville Auto Auction, Nashville.

Sept. 10—Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 11—Columbus Fair Auto Auction, Obetz, O.

Sept. 12—Dallas Auto Auction, Dallas, and Southwest Auto Auction, Phoenix.

Sept. 18—Golden Gate Auto Auction, Fremont, Calif.

General Motors

Sept. 4—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 5—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Sept. 10—Denver Auto Auciton, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Sept. 11—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Sept. 12—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

Sept. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Model Breakdown
Auction Averages

	AUGUST, 1985	JULY, 1985	JUNE, 1985
1985	$11,068	$10,804	$11,181
1984	$7,762	$7,727	$8,061
1983	$5,923	$5,971	$6,306
1982	$5,094	$5,326	$5,544
1981	$4,228	$4,141	$4,536
1980	$3,165	$3,245	$3,528
1979	$2,585	$2,590	$2,953
1978	$2,099	$2,139	$2,114
Overall Average	$5,172	$4,815	$5,296

Used Car Sales
Auction Averages

August 1985	$5,172
Month ago	$5,327
Year ago	$5,189

As lines speed up after changeover

Car production pegged at 141,924

By Louise Kertesz
Detroit Reporter

Domestic auto production was expected to jump 4.77 percent to 141,924 units last week from the previous week's 135,467, as line speeds increased after model changeover.

Last week's scheduled output was 13.44 percent more than the year-ago week's 125,112.

So far this year, 5,582,417 cars have been assembled, 4.24 percent more than the 5,355,536 built last year at this point.

Last week's estimated production was shared as follows: General Motors, 55.38 percent; Ford Motor Co., 22.75 percent; Chrysler Corp., 15.64 percent; Honda of America Mfg. Co., 2.05 percent; American Motors, 1.94 percent; New United Motor Mfg. Inc., 1.34 percent, and Nissan Motor Mfg. Co., U.S.A., 0.90 percent. Volkswagen of America's Westmoreland (Pa.) plant is closed for changeover until Sept. 6.

No Saturday overtime was scheduled during the Labor Day weekend.

All U.S. assembly plants are closed today (Sept. 2) in observance of Labor Day.

GM's Linden (N.J.) plant closed Aug. 30 for modernization, with the new 1986-model E and K cars now being produced in the Detroit-Hamtramck facility.

The Linden plant is expected to begin building new GM products on Sept. 2, 1986.

GM's Janesville (Wis.) plant, which produces the Cimarron, is down for model changeover. The company has not specified a reopening date.

The 1986 Buick Electra and Pontiac Parisienne and 6000 have been in production for two weeks.

All Chrysler plants have reported production of 1986 models for the past two weeks.

Honda's Marysville (O.) plant has also been building the 1986 Accord for the past two weeks.

Ford's Wixom (Mich.) plant is scheduled to begin building the 1986 Lincoln Continental, Town Car and Mark VII tomorrow (Sept. 3).

Production of the 1986 Ford Escort and Mercury Lynx is also expected to begin tomorrow.

Ford has scheduled daily overtime this week at its plants in Chicago; Dearborn; Edison, N.J.; Kansas City, and Lorain, O.

Ford's plants in Chicago, Dearborn and Lorain are slated for overtime Saturday, Sept. 7.

Bondurant notes advances in handling of U.S. cars

By Arthur Flax
Assistant Truck Editor

American car makers, spurred on by a new awareness of performance driving techniques and competition from the Japanese, are on their way to building automobiles that handle as well as any in the world, racing school proprietor Robert L. Bondurant told the Automotive News World Congress.

Three years ago, Donald Petersen, Ford Motor Co. chairman, took a three-day course at the Bob Bondurant School of High Performance Driving at Sears Point Raceway, north of San Francisco.

Since that time, more than 125 Ford engineers and executives have taken Bondurant's course. So have a number of Goodyear and Firestone engineers.

"What Petersen wanted to learn," Bondurant said, "was how he and the engineers should evaluate a car."

As a result of the training, Bondurant said, the Ford people have "a lot more confidence and understanding about driving the car; maybe a better touch. They're able to do a better test job with it, and they have a lot more enthusiasm about the product."

He also said that the handling of the majority of American cars has improved over the past several years (although Ford is the only company to send its engineers to the Bondurant school).

"Five years ago, there was a huge difference in handling between U.S. and European cars," he said. "Now, all the (U.S.) manufacturers are doing a much better job."

Bondurant said competition from Japanese car makers, also builders of good-handling cars, forced the U.S. makers to improve.

But he added, "Some American cars are still a little soft. I've seen it from being around the Ford people. There are still a lot of people who have been there for a long time, and it's old thinking not catching up to the new thinking.

"I remember being asked to evaluate a new car with three suspensions. The one that I thought was the worst was the one they wanted for the base car . . . They said the mom and pop people don't know the difference and want a smoother ride.

"I said if you give them a better suspension, they get in less trouble and the car works better. They went with the better suspension."

The old-school thinking still must change, "but, boy, we're on the right line," he added.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 31, 1985	Week Ended Sept. 1, 1984	Week Ended Aug. 24, 1985	Aug. Est.	Jan. 1 to Sept. 1, 1984	Jan. 1 to Aug. 31, 1985
AMERICAN MOTORS	400	0	409	1,218	14,665	6,711
FORD MOTOR	11,461	9,331	11,250	46,956	293,065	332,159
GENERAL MOTORS	13,500	7,200	12,565	39,570	410,383	356,203
VOLVO	225	225	0	315	6,932	6,681
Total Cars, Canada	25,586	16,756	24,224	88,059	725,045	701,754

U.S. TRUCK PRODUCTION☆

	Week Ended Aug. 31, 1985	Week Ended Sept. 1, 1984	Week Ended Aug. 24, 1985	Aug. Est.	Jan. 1 to Sept. 1, 1984	Jan. 1 to Aug. 31, 1985
CHEVROLET	20,212	17,816	13,038	79,779	675,462	792,450
DODGE	4,700	4,272	5,040	17,674	136,340	143,582
FORD	25,146	22,687	23,507	103,375	784,591	792,630
GMC	6,753	6,245	6,982	29,269	218,536	249,077
INTERNATIONAL	1,300	1,589	0	4,906	50,983	50,870
JEEP	5,800	3,462	6,282	24,115	126,399	139,006
NISSAN	2,540	1,570	2,543	11,269	64,189	71,001
AM GENERAL	50	50	50	220	1,770	1,690
MISCELLANEOUS	2,000	1,000	2,000	8,800	35,200	62,803
Total Trucks, U.S.	68,501	58,691	59,442	279,407	2,093,470	2,303,109

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 31, 1985	Week Ended Sept. 1, 1984	Week Ended Aug. 24, 1985	Aug. Est.	Jan. 1 to Sept. 1, 1984	Jan. 1 to Aug. 31, 1985
CHRYSLER	7,360	7,010	7,546	27,595	237,185	263,984
FORD	3,040	2,965	3,125	13,285	101,835	108,145
GENERAL MOTORS	5,760	4,564	5,526	15,934	193,463	190,194
INTERNATIONAL	230	217	0	746	5,331	7,123
Total Trucks, Canada	16,390	14,756	16,197	57,561	537,814	569,446
N. American Trucks	84,891	73,447	75,639	336,967	2,631,284	2,872,555

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck makers boost output to 68,501 for week

Domestic manufacturers estimated production of 68,501 trucks last week, 15.24 more than the previous week's 59,442 and 16.71 percent more than the year-ago week's 58,691.

So far this year, 2,303,109 trucks have been assembled, 10.01 percent more than the 2,093,470 completed last year at this time.

No Saturday overtime was scheduled over the Labor Day weekend.

All assembly plants are closed today (Sept. 2), Labor Day.

Ford Motor Co. has scheduled daily overtime this week at its plants in Lorain, O.; Louisville; Wayne, Mich., and Norfolk.

Overtime is scheduled Saturday (Sept. 7) at Ford plants in Kansas City, Lorain and Wayne.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to operate two nine-hour daily shifts this week.

Canadian cars jump to 25,586; near 1985 high

Scheduled output of 25,586 cars in Canada last week was 5.62 percent more than the previous week's 24,224 and was right in line with the top production of any week this year: 25,789 for the week ended June 22.

Because of downtime and slowdowns for vacations and model changeovers, production had not topped 25,000 in 10 weeks.

Last week's expected production was 52.70 percent more than the year-ago week's 16,756.

So far this year, 701,754 cars have been assembled, a pace that is now just 3.21 percent behind the 725,045 built last year at this time.

Truck makers pegged production at 16,390 units last week, about the same as (up 1.19 percent) the 16,197 for the previous week.

Last week's output was 11.07 percent more than the year-ago week's 14,756.

Year-to-date, 569,446 trucks have been assembled, 5.88 percent more than the 537,814 completed last year at this point.

Assembly plants are closed today for the Labor Day holiday.

U.S. CAR PRODUCTION

	Week Ended Aug. 31, 1985	Week Ended Sept. 1, 1984	Week Ended Aug. 24, 1985	Aug. Est.	Jan. 1 to Sept. 1, 1984	Jan. 1 to Aug. 31, 1985
AMERICAN MOTORS	2,750	0	2,886	12,355	131,709	75,738
Renault Total	2,750	0	2,886	12,355	131,709	75,738
Alliance	1,950	0	2,098	8,753	72,652	48,177
Encore	800	0	788	3,601	59,057	27,561
CHRYSLER CORP.	22,200	20,510	16,405	48,987	819,282	874,915
Plymouth Total	7,200	6,688	5,080	16,890	243,271	254,846
Horizon	2,900	3,213	2,805	9,203	105,338	99,094
Reliant	3,600	2,599	1,691	6,200	115,835	111,184
Caravelle	500	620	357	1,017	7,572	32,686
Gran Fury	200	256	227	470	14,526	11,882
Chrysler Total	6,500	6,371	5,268	13,380	272,451	285,707
LeBaron	400	1,524	825	1,281	80,477	63,994
LeBaron GTS	2,000	0	712	2,712	0	63,218
Laser	900	981	787	1,777	48,239	36,167
New Yorker/E-Class	1,000	1,282	749	2,238	65,964	45,777
Fifth Avenue	2,200	2,584	2,195	5,372	77,771	76,551
Dodge Total	8,500	7,451	6,057	18,717	303,560	334,362
Omni	2,500	2,959	2,551	8,019	99,676	96,385
Aries	3,000	1,905	1,535	5,381	91,852	92,428
Daytona	700	744	601	1,377	35,786	32,851
Dodge 600	500	1,151	239	886	51,359	43,805
Lancer	1,200	0	462	1,662	0	44,469
Diplomat	600	692	669	1,392	24,887	24,424
FORD MOTOR	32,290	33,330	34,748	140,213	1,175,801	1,220,765
Ford Division	21,883	22,018	23,425	93,500	759,763	743,864
Escort	6,782	6,815	7,751	32,917	232,147	221,727
Mustang	4,108	2,693	4,157	14,248	92,436	118,685
LTD	3,479	5,608	4,092	15,691	145,257	142,899
Thunderbird	3,350	3,391	3,417	12,853	100,639	122,851
Crown Victoria	0	2,022	0	0	54,639	7,122
EXP	0	1,101	0	0	25,299	3,863
Tempo	4,164	388	4,008	17,791	109,346	126,747
L-M Division	10,407	11,312	11,323	46,713	416,038	376,871
Mercury Total	7,087	9,146	7,711	31,274	302,069	267,323
Lynx	1,189	1,462	1,406	6,169	46,266	49,209
Capri	369	183	368	1,435	11,236	12,730
Marquis	1,795	2,278	2,030	8,320	78,336	72,041
Cougar	2,696	2,986	2,715	10,270	75,452	90,245
Grand Marquis	0	2,160	0	0	61,898	4,733
Topaz	1,036	77	1,192	5,080	28,881	38,365
Lincoln Total	3,320	2,166	3,612	15,438	113,969	109,548
Continental	458	390	498	2,140	26,129	17,897
Lincoln	2,491	1,515	2,710	11,580	68,197	79,506
Mark VI/VII	371	261	404	1,718	19,643	12,143
GENERAL MOTORS	78,596	68,173	76,347	330,121	3,082,698	3,297,007
Buick Total	17,988	15,563	13,209	70,452	671,587	681,741
Skylark	0	3,224	0	0	70,273	40,953
Skyhawk	1,699	1,739	1,718	6,273	99,385	73,273
Somerset Regal	2,800	632	2,370	11,074	1,980	82,077
Century	5,131	3,613	1,990	21,436	151,968	182,365
Regal	2,945	1,937	3,192	10,460	134,567	88,790
LeSabre/Electra(rwd)	466	1,847	230	3,994	143,179	88,026
Riviera	1,177	1,012	1,247	5,301	34,886	45,335
Electra(fwd)	3,770	1,559	2,462	11,914	35,349	80,922
Cadillac Total	5,456	5,433	5,274	23,941	224,760	243,956
Cimarron	0	293	0	1,697	11,825	19,076
Seville	692	646	739	3,856	26,498	27,229
Eldorado	1,363	1,441	1,453	7,582	52,690	51,754
Cadillac (rwd)	0	0	0	1,138	88,015	30,049
DeVille (fwd)	3,401	3,053	3,082	9,668	45,752	115,848
Chevrolet Total	25,085	26,687	21,710	103,411	1,059,298	1,104,645
Chevette	2,675	2,863	2,825	12,408	128,286	110,956
Cavalier	9,052	9,374	7,200	36,006	282,713	333,340
Celebrity	1,392	4,440	889	14,866	200,341	185,581
Camaro	2,801	3,078	1,440	5,227	177,034	142,370
Citation	0	2,948	0	0	77,203	28,697
Malibu/El Camino	560	307	669	1,759	16,899	1,759
Monte Carlo	2,340	1,007	2,582	10,758	76,359	94,432
Chevrolet	5,265	2,040	5,110	18,259	77,051	176,383
Corvette	1,000	630	995	4,128	23,412	31,127
Oldsmobile Total	18,011	11,840	18,015	83,626	757,010	822,157
Omega	0	0	0	0	29,289	0
Firenza	1,192	1,429	1,173	4,126	48,453	43,484
Cutlass Supreme	4,599	4,391	4,629	17,684	185,291	155,463
Cutlass Ciera	4,527	40	4,809	24,421	184,860	242,289
88/98 (rwd)	0	2,099	0	10,455	231,712	159,245
Olds 98 (fwd)	3,679	2,783	3,739	10,020	44,200	94,380
Calais	3,250	242	2,926	13,715	2,457	100,618
Toronado	764	856	739	3,205	30,728	27,218
Pontiac Total	12,056	8,650	18,139	48,690	370,023	444,508
Acadian**	0	229	271	649	11,036	9,027
2000 Sunbird	2,384	2,612	3,902	10,004	100,009	95,640
1000	645	743	809	2,405	27,655	16,816
Firebird	1,334	1,550	1,379	3,289	81,814	76,481
Phoenix	0	0	0	0	14,116	0
6000	523	0	3,030	5,750	0	36,249
Grand Prix/Bonneville	0	0	0	0	31,861	0
Parisienne	1,700	1,247	1,595	5,367	18,736	50,160
Fiero	2,208	2,269	2,789	6,075	82,545	75,674
Grand Am	3,262	0	4,364	15,152	2,251	84,461
HONDA	2,908	2,855	1,924	9,131	90,384	102,967
NISSAN	1,280	0	1,257	5,630	0	19,515
NUMMI (Nova)*	1,900	0	1,900	8,245	0	27,674
VOLKSWAGEN	0	244	0	5,732	55,662	63,836
Total Cars, U.S.	141,924	125,112	135,467	560,413	5,355,536	5,582,417
Total Cars, Canada	25,586	16,756	24,224	88,059	725,045	701,754
N. American Cars	167,510	141,868	159,691	648,472	6,080,581	6,284,171
N. American Trucks	84,891	73,447	75,639	336,967	2,631,284	2,872,555
North American Cars and Trucks	252,401	215,315	235,330	985,439	8,711,865	9,156,726

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.